LEO BURNETT COMPANY, Inc.
Ad No. 507—Req. No. 77080—1 page (7 x 10 inches)—B & W—Trade Publications, April, 1971 (C)
Printed in U.S.A.

Announcing the $50,000
PHILIP MORRIS
MULTIFILTER
Kentucky Derby Sweepstakes
PLUS
A special dealer Sweepstakes for you!

Multifilter was introduced last April, as a low-tar cigarette, with a new advertising campaign about the tobaccoman's kind of taste and Kentucky-grown flavor.

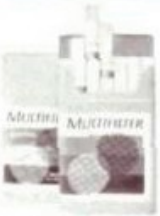
This has led us to a natural tie-in with the most prestigious horse race in the world, the Kentucky Derby. Held every year in Multifilter's home state, the very heart of tobaccoland.

The Sweepstakes will be advertised to more than 74 million people. Full-color full-page ads will run in Life, Look, TV Guide, Time, Sports Illustrated, Newsweek, U.S. News, and 132 Sunday Supplements.

Multifilter sales were up 5.3% in 1970. With continuing and superior advertising support, sales will be even higher in 1971.

Multifilter, the going "low-tar" cigarette from Philip Morris.

Low-tar Multifilter.



You may win one of ten Panasonic 18" color portable TV's.

Special Dealer Sweepstakes

OFFICIAL RULES: Just fill in your name, address and zip code on this entry blank or on a plain 3" x 5" piece of paper with the word "Multifilter" printed on it. Only dealers and their employees, 21 years and over, are eligible. Void where prohibited or regulated by law. No purchase required. All prizes will be awarded. Mail each entry separately.

Multifilter Kentucky Derby Dealer Sweepstakes.

Name _____

Address _____

City _____ State _____ Zip Code _____

Mail to P.O. Box 58, New York City, New York 10046. All entries post-marked by midnight April 28, 1971, and received by midnight May 5, 1971, will qualify for the drawing May 8, 1971.

Regular: 15 mg "tar", 1.0 mg. nicotine—Menthol: 12 mg "tar", .8 nicotine av. per cigarette, FTC Report Nov.70

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Source: https://www.industrydocuments.ucsf.edu/docs/ljgn0083